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PANORAMA

California State University, San Bernardino

CALIFORNIA STATE UNIVERSITY
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SYNERGISM
syn-er-gism, n.

*The cooperative
action of separate
groups working
together to achieve
a total effort greater
than the sum of
the individual groups
working independently.*



The changing financial and social milieu that higher education

and California State University, San Bernardino occupy is creating new challenges and new opportunities. Today, more than ever before, the state university must have the support of many groups if it is to succeed and excel. When operating in a

synergistic environment, the university finds the pooled efforts of its family and supporters produce a quality institution with more promise than would be possible with the individual groups functioning independently on the fringes.

Education is one of the largest business/industries in the United States. In California, 55 percent of the state's general fund budget is allocated to support all segments of public education.

When higher education's share is distributed among the three systems, and then further diluted to support every campus, there simply isn't enough to meet all needs.

A variety of factors, including unprecedented growth, have combined to put a serious squeeze on Cal State, San Bernardino and are causing the university to develop creative solutions to new issues.

The most salient influences on the San Bernardino campus today include:

- Rapid growth in enrollment, due to intensified outreach efforts and population migration to the Inland Empire;
- Inflation, reflected in a 6 percent rise in total college costs nationwide in 1986-87, the sixth consecutive year in which they have outpaced inflation, according to the College Board;
- Increasing fees imposed on students, one effort to replace lost state revenues, combined with decreasing federal financial aid;
- Diminishing tidelands oil revenues, which recently funded capital construction for education;
- A renewed commitment to educational equity, which creates the problem of more students who need greater financial aid in a period of reduced availability of aid;
- Vigorous efforts to challenge private donors, individuals or corporations, to invest in the university with funds to provide the margin of excellence.

The university's excitement over its growth rate, expected to be the highest percentage growth in the CSU again this year, is tempered with serious problems of insufficient classrooms and faculty offices. For the first time, the university budget will reflect costs for renting classrooms at a neighboring high school and for acquiring, temporarily, 20 additional faculty offices in relocatable units.

The need to expedite construction of the \$18 million classroom-student services-faculty office building, proposed for 1990, is complicated by diminishing tidelands oil revenues. The \$2.1 faculty office building now being built was funded from the last of these revenues. Still up in the air is the \$19,000 needed for equipment for the facility, to be occupied in the fall of 1987.

Although public institutions, such as Cal State, are experiencing a slightly slower rate of inflation than their private counterparts, fees have risen over the past decade. Financial aid for students has generally remained static or decreased.

The most common reasons cited for higher university budgets are the need to keep faculty salaries competitive, to meet spiraling utility costs, to acquire state-of-the-art equipment, such as computers, and to replace obsolete equipment particularly in the sciences. The state institutions are spared their private counterparts' dilemmas of finding additional financial aid to match increased tuition and covering sharply higher insurance premiums.

College costs are expected to outrun inflation for the rest of the decade, according to a study published by the American Council on Education. They, combined with the uncertain outlook for federal financial aid assistance, create a new scenario for university business managers and development officers. Some of the challenges facing the San Bernardino campus are explored in four areas: student aid, faculty professional growth, operating budgets and building for growth.

MEMORIAL SCHOLARSHIPS HELP OTHERS — Funds given in memory of former Cal State students are helping others to complete their education. Casandra von Esch is using the David Montano Memorial Scholarship to complete her B.A. in business administration next June. She and her husband, Ron, (above) also work in the Financial Aid Office. Both plan to become CPAs and open their own accounting firm.

ASSOCIATES SCHOLARSHIP — Julie Clarkson, at right, senior liberal studies major and recipient of the Cal State Associates scholarship, visits in the Children's Center with Pam Dortch, M.A. 1984, Center director and Associates president, and four-year-old Rachel. Julie, a Redlands High School graduate, plans to complete her degree and credential in June.

The Cal State Associates, a university support group composed of faculty, staff, their spouses and retired members of the campus community, is the oldest, continuing supporter of the university's scholarship program.

Proceeds of two cookbooks, featuring faculty wives' recipes, bolstered the Associates' scholarship fund, which is enriched annually by contributions to the holiday greeting card scholarship fund. For a contribution to the scholarship fund, members of the campus community are listed in the Associates' greeting card.

The Associates next event will be the traditional holiday progressive dinner Saturday, Dec. 13. After hors d'oeuvres at the home of President and Mrs. Anthony H. Evans and Vice President and Mrs. Robert C. Detweiler, participants will gather at the University Commons for dinner and musical entertainment. Information about reservations is available from the Alumni Affairs Office or Lorraine (Mrs. Amer) El-Ahraf, program vice president.



The availability of financial aid is a major factor in determining whether many Cal State, San Bernardino students can pursue their education.

Financial aid can include grants, which do not need to be repaid; loans, which must be repaid; and work opportunities as student assistants on or off campus. All of these elements, plus what the students or their parents are able to contribute, constitute a financial aid package.

"I am certain there are students today who are deprived of an education because they didn't have the money or couldn't get financial aid," believes University Business Manager Leonard Farwell, who is quick to point out the need for private donations for scholarship aid to students. "There are needy, deserving students who would like to enroll on our campus, if we could help them."

Several external factors are having serious consequences on the amount of financial aid the university has available to disburse. The Gramm/Rudman Act (the federal balanced budget legislation) has reduced grants, loans and work-study funds. The university also has seen a marked decline in the number of students receiving Social Security benefits since the current administration initiated restrictive legislation regarding eligibility, Ted Krug, director of financial aid, points out.

Decreasing interest rates have reduced the income the Foundation receives on its endowed scholarships, explained Farwell. The Foundation board is endeavoring to alleviate the problem by using some of the increased market value of its investments, in addition to the interest income, for scholarships.

The Foundation last year received \$73,207 in scholarship and loan funds and awarded \$99,178 to help students with short and long-term needs.

"Scholarships from organizations, individuals, service clubs and industry are vitally important to our being able to help students," stressed Farwell.

During 1984-85, the university disbursed \$4.6 million to 1623 students, which would be less than \$3000 a student if everyone got the same amount of assistance. However, in excess of 6000 applications were received for the 17 different programs administered through the Financial Aid Office.

Financial aid has a major impact on student affirmative action and educational equity programs, two major concerns of the university. Blacks, Hispanics, disabled students and single-parent students rated financial aid as the most important service provided in the Student Services area. "The retention rate among these groups would be seriously impacted if financial aid were to be reduced or eliminated," said Krug.

The survey of the student body conducted by the University's Office of Institutional Research revealed that non-Hispanic, non-Black and non-disabled students rated financial aid as their second most important service, behind career planning. Full-time students feel financial aid is the most important; part-time students rate it second after career planning.

Over the past decade the Financial Aid Office has observed an inexorable rise in the number of students claiming independent status. (Federal programs require a student to be completely self-supporting for two years to be classified as an independent person; state programs require four years.) Currently, 64.49 percent of the Cal State students claim to be independent of parental support, compared to 55 percent in 1975. This increase, a national trend, concerns financial aid officials because of its impact on the already limited financial aid funds. Forty percent of the Cal State students on financial aid declared a family income under \$5999. The next largest group, 18 percent, were in the \$6000 to \$14,999 category. Ten percent of the students listed as independent received welfare benefits, because of their income level, Krug said.

Krug cites several factors which influence the number of independent students. "The average age of our students is 27 years; therefore, the number of independent students can be expected to be higher than at a four-year, residential college." A national

Students are mortgaging their future to a greater extent than in previous years to attend college. Funds for grants and employment have not kept pace with the availability of loan money.

Ted Krug
Director of Financial Aid

study by the Southern Association of Student Financial Aid Administrators discovered independent students tend to come from less affluent families than do dependent students. Krug has every reason to believe this is true here as well, given the population diversity and the economic level of the area.

Another shift in the financial aid picture which worries Krug is the escalating trend from work and grants to loans, which must be repaid.

"In 1976 our typical student's financial aid award consisted of 10 percent work, 57 percent grant and 33 percent loan funds. Today it is 4 percent work, 37 percent grant and 59 percent loan."

The American Council on Education buttresses Krug's concerns. "Students at all income levels are borrowing more today than ever before," the ACE reports. "Nearly half (49 percent) of all student aid recipients at public and independent colleges secured Guaranteed Student Loans in 1983-84. Middle-income student aid recipients are still more likely to borrow than their low-income counterparts; in 1983-84, 56 percent of all middle-income aid recipients borrowed under GSL as compared to 39 percent of low income aid recipients."

"Simply stated, students are mortgaging their future to a greater extent than in previous years. Obviously, grant and work funds have not kept pace with the availability of loan money," Krug said.

The aid population at California State University, San Bernardino has changed during the preceeding 10 years. There is a higher proportion of independent, female, married and single-parent students receiving aid than in the past. These same students are borrowing more than ever; the percentage of grant funds has declined significantly.

"Ultimately, these last two factors could limit the amount of education needy students will pursue beyond the baccalaureate degree. Adding \$5000-\$10,000 indebtedness for a master's degree when a student already has \$15,000 in educational loans for undergraduate study, may require a detailed reexamination of the value of continuing one's education," believes Krug.

Money usually isn't regarded as a determining factor in aesthetics, but a faculty development grant has enabled painter John Nava to dramatically change his art.

Nava frequently uses the human figure as the subject of his paintings, but his recent canvases show a change in technique and approach. The grant of \$3,073 enabled the art professor to produce a series of paintings using a live model. The works will be shown in October 1987 at the Koplin Gallery in Los Angeles and New York.

"The grant has given me the opportunity to paint from life, which brings more complexity to the work. There are surfaces and nuances that were missing when I worked principally from drawings. Working from a model enriches the quality of the painted portion," he explains.

What prevented his working from a model previously? Monetary considerations primarily. Model's fees are \$16 per hour — extremely expensive, considering it takes 25-30 hours to

paint a canvas from a model, rather than the 2-3 hours needed to do a drawing which then is translated to canvas.

Drawing is still a critical aspect of his work, however. "I use the drawing as a classical renaissance technique — not as an end, but as a tool. I draw the model, and work from that drawing initially, but in these works, I bring the model back to paint the surface."

The grant has also brought about a thematic change from his earlier pieces. "My current paintings are more overtly narrative than my earlier works. In these canvases, I have consciously set up a situation with a strong narrative overtone, using two, rather than a single, figure."

The viewer of a work of art rarely thinks of pragmatic considerations such as models' fees and the cost of paint and canvas. But to the artist, these considerations can have a profound influence on artistic development.

Cal State science faculty are doing research into cancer cell growth and diabetes; social scientists are studying equality between the sexes

in pay and politics; an anthology of lost stories is being collected by humanities professors; other faculty are investigating artificial intelligence, early religions and the predatory traits of coyotes.

The common denominator among these faculty, and dozens of others, is the research or grant money which is making their work possible.

The university is committed to faculty professional development, believing that the intellectual pursuits of the faculty in their chosen fields enrich their teaching. The real beneficiary is the student.

The strength of the university lies in the faculty, both the new additions and those who have been building the foundations, Dr. Robert Detweiler, vice president for academic affairs, has said. Research, creative activity and development of new courses are some of the components of faculty professional development.

A limited, but growing, amount of money is being made available through the state-support budget. Faculty members, with the assistance of the Office of Sponsored Programs, are becoming increasingly successful in securing grants and contracts from the federal, state and local governments and private foundations. Other external sources, such as gifts and bequests, hold promising potential for additional support for faculty development.

Areas of emphasis in this year's academic budget include the acquisition of new equipment, support of existing academic programs while developing new ones, and enhancement of the university and its faculty as a major cultural and intellectual influence for the region, explains Dr. Amer El-Ahraf, associate vice president for academic resources. This year, for example, funding for faculty professional development was increased 250 percent to \$50,000; another \$20,000 was allocated for matching grants; faculty travel to present papers at conferences or receive new training was increased by \$32,500. Financial assistance also will be provided faculty for library research and typing of manuscripts.

State funds provide a lot of the faculty needs, but there just is not

enough to go around, confirms Dr. C.E. Tapie Rohm, Jr., associate professor of information management. "When the pie is spread out, it's too thin to accomplish what a faculty member needs. For example, we have \$86 each for travel. You can't even go to Northern California for that.

"It's essential for us in our professional development to attend conferences to present papers. They are critiqued by our colleagues; we come back and think them over and rewrite. Then we have articles which can be published." Publishing, like professional growth, is essential for securing tenure in the university.

Travel requests from his department — Marketing, Management Science and Information Management — totalled \$13,000 last year. "That's more than the entire School of Business and Public Administration had available."

State funds provide a lot of the faculty's needs — but there just is not enough to go around. . . . For example, we have \$86 each for travel. You can't even go to northern California for that.

*Dr. C.E. Tapie Rohm, Jr.
Associate Professor of Information
Management*

"We, the faculty, spent the \$13,000 to go to these conferences and present papers; the university reimbursed us what it could. The rest came from our own pockets and our family budgets or from colleagues who gave up their right to travel," Rohm explained. "Additional sources of funds are critically important for the professional growth of the faculty."

The potential and the need for funds to support scholarly research and enriching activities are limitless, believe both faculty and administrators.

"The faculty have made major strides in developing grants to support their research and special projects," comments Sid Kushner, director of the Office of Sponsored Programs, which was created three years ago to aid faculty in locating sources of grants and to help them develop winning proposals. "If this past year is an indication of things to come, we are going to be a very, very busy campus. The university's activities in this area are limited only by our imagination and energy, both of which are exceptionally high."

As a result of three grants received by faculty and administrators, campus resources were strained to the



John Nava

limit this past summer. "It seemed we had as many people in the classroom as in a regular quarter and the dorms were filled to capacity," Kushner pointed out.

Grants and contracts, which are awarded to the university in the name of the individual submitting the successful application, are administered by the University Foundation, a nonprofit corporation which is the auxiliary arm of the institution.

In addition to managing these funds, the Foundation administers the operation of the Coyote Bookstore, the Children's Center and the Commons. Foundation revenues in the past year increased 85 percent to a record total of \$4.5 million. In the first two months of this fiscal year, the Foundation disbursed a half million dollars in grants to faculty and special programs for students.

During the past year, the university received its largest grant, \$990,000 from the State Department of Education for the School of Education to train 200 high school teachers to integrate microcomputers and other technologies into their classrooms. The additional grant/revenue included \$92,700 in state funds for the Children's Center and a variety of contracts to faculty and for special programs.

COMMUNITY INVOLVEMENT — Membership in service clubs is one of the many ways in which Cal State faculty and staff share their time and talents with the community. Vice President Robert Detweiler is a member of the San Bernardino Kiwanis Club and has spoken there about the university.



California State University, San Bernardino is a \$34 million operation and an increasingly valuable economic factor in the Inland Empire.

The state general fund provides \$29 million of the 1986-87 budget. However, revenue from other sources also is budgeted to cover basic operating costs and is vitally important in meeting needs not funded by the state. As CSU Trustee Lee Grissom observed, "Cal State is not a state-supported institution; it is state-assisted."

Fees paid by students will contribute \$4.5 million to operating the university this year. Reimbursed activities, especially funded programs for specific groups, added another \$607,000 to the current budget. The California Lottery, which voters approved to assist education, has provided the San Bernardino campus with a modest \$324,483 this year.

The current budget, up 15 percent over the prior year, is based on a projected enrollment of 6760 students. As the final enrollment figures, computed in mid-October, will exceed this figure, the university must stretch the budget to cover added costs.

Because education is a labor-intensive operation, 84 percent of the operating budget is spent on people — faculty, staff and student assistant salaries and benefits. Payroll money circulates quickly, adding to the economic vitality of the region. Based on the economist's theory of every consumer dollar turning over two to two and a half times, Cal State employees' contribution to the economic health of the Inland Empire could be in the neighborhood of \$85 million a year.

Thirty-one percent of the university budget (\$10.4 million) is allocated for the faculty, which consists of 260 tenure-track faculty, 40 full-time lecturers and a fluctuating number of part-time people hired to teach additional sections as the need arises.

The staff, about 388 full and part-time non-academic employees, represents 33.6 percent or \$11.3 million. Benefits for both groups are another 18 percent of the total.

The Friends of the Gallery, the university's newest support group, provides an opportunity for alumni and the community to encourage the arts and to give personal and financial assistance to the University Art Gallery.

With exhibits ranging from the earliest art to the most contemporary, the Gallery offers a high quality, first-hand experience to educate and encourage any one interested in the visual arts.

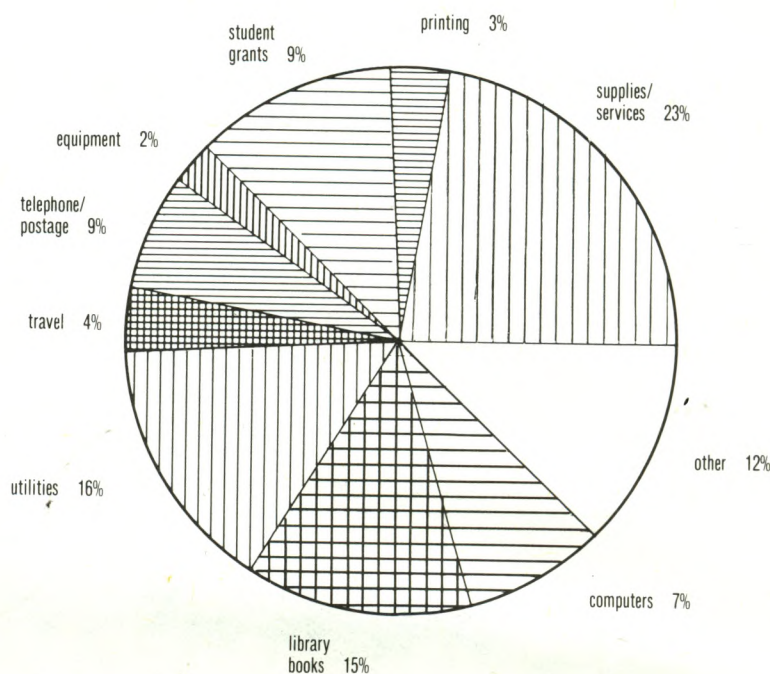
Individuals may choose to join at one of six different levels, from Friend (a donation of \$25 per year) to Benefactor (a gift of \$1000 a year). All members are invited to Gallery openings and special events. Contributors of \$100 or more are entitled to commissioned works of art.

Plans for the development and growth of the Friends are in the hands of an interim advisory board which includes Kathy Grossman, B.A. 1982; Glenn Rymer, B.A. 1970; Barbara Potter, artist and community leader; Robert Rigney, member of the board of directors of the Arts Foundation of San Bernardino County; and Jack Rutberg and Marti Koplin, owners of Los Angeles art galleries. They are planning an exciting calendar for the first full year.

The Friends of the Gallery will have the rare opportunity to tour Los Angeles art galleries with artists and art historians from Cal State as their personal tour guides. A visit to three artist studios in Venice and Los Angeles will launch the year's calendar Oct. 18. Next Dr. Julius Kaplan, Cal State art professor, will take the Friends through the Los Angeles County Museum of Art's new Robert O. Anderson Building for Twentieth Century Art on Jan. 31. He will explain the opening exhibit, "The Spiritual in Art: Abstract Painting, 1890-1985."

The annual Friends of the Gallery lecture on campus will be sometime in March. On May 2, Don Woodford, chair of the Art Department, will guide the Friends through the Museum of Contemporary Art's first show in its new building. The exhibit is titled "Individuals: A Selected History of Contemporary Art, 1945-1986." The final event of the year will be a spring social and election of officers.

For a brochure, newsletter or more information on the gallery support group, call (714) 887-7459 or write University Art Gallery, 5500 University Parkway, San Bernardino, CA 92407.



1986-87 Operating Budget

Students are more than the consumers of the university's services — they also are valued employees. The \$480,000 allocated for student assistant salaries is a form of financial aid and the university receives their services in return. Students who work on campus tend to be better students and are more inclined to complete their education, than those individuals who have jobs in the community, some believe.

The university no longer is a state-supported institution; it is state-assisted.

Lee Grissom
CSU Board of Trustees

Another \$488,000 of the university's budget (8.5 percent) is designated to support three student financial aid programs — National Direct Student Loans, state educational opportunity grants and state university grants.

Keeping the lights on and the 24 buildings heated and cooled costs the university \$851,000 a year, which is the biggest bite from the operating budget. Through energy conservation methods, the university was able to save 2 percent from the utility budget, which also includes water, sewer and rubbish removal. Another \$305,421, or 6 percent of the budget, is expended for telephone services.

To support the educational program, the university will spend three quarters of a million dollars on library books and periodicals and nearly \$400,000 on computer equipment rental, maintenance and purchase.

This year, for the first time in its 22-year history, the university is renting space off-campus. To accommodate overflowing evening classes, the university negotiated to use classrooms at Cajon High School. Additional temporary trailers were leased for faculty offices on campus and for the Coachella Valley Center, the university's outreach program located at College of the Desert in Palm Desert. Approximately \$164,000 is budgeted to alleviate the critical shortage of space for another year.

The process of preparing a university budget, seemingly unending, incorporates a mix of state formulas, on-campus special requests and periods of anxious waiting while the governor and Legislature debate. The university receives the majority of its state-funded budget based on enrollment-generated formulas accepted by the State Department of Finance. Another portion, based on actual need, covers items such as utilities, minor repair projects, computer leasing and telephone.

The university's part of the budget allocation process begins when the money is received from the state, explained Don McKenzie, director of budget planning and administration. Individual administrative departments and schools prepare their budget requests for workfare increases and for funds to enhance existing programs or start new ones. These requests are studied by the Budget Review Committee, chaired by the president, which allocates the funds in order to best meet the university's goals, mission and priorities. By the time this process is complete for one year, work already has started on the ensuing cycle.

The awareness American students have about culturally different literature may be broadened in a few years because of a project started by five Cal State English professors with the help of \$2991 in seed money.

After working in the university's cross-cultural perspectives program last year, the faculty members saw the need for a prose anthology with stories by or about minorities. The growing minority student population at Cal State and across the country should be able to read "lost" stories from their culture and heritage, they decided.

A modest grant of \$2291 from the Faculty Professional Development Program started the project on its way for Drs. Margaret Doane, Harry Hellenbrand, Sandra Kamusikiri, Elinore Partridge and Jennifer Randisi. The money will pay for making copies of questionnaires, for mailing them to English teachers on other college campuses and for secretarial help with

paper work. After library research to find important lost works, the professors will gather appropriate stories, both from the traditional mainstream and from ethnic works, which will best help redefine the canon of American fiction.

For years, the researchers declared, the same short stories and novels have been incorporated in anthologies "because the selection of these particular works was consistent with the prevailing white male bias."

Their objectives are to provide alternatives based on the cultural realities of the United States, as they see them. Stories by native Americans, Blacks, Hispanics, Asian Americans, women and other minority groups will be included.

"We are trying to help redefine who America belongs to, and who our students are," explained Dr. Randisi. "The project will greatly aid us, and we hope a large number of other in-

structors of prose fiction, in accurately teaching the breadth and richness of American fiction.

How does a minuscule amount of special funding for five dedicated teachers help students across the country? After the immersion in cross-cultural perspectives last fall, "the enthusiasm a lot of us felt carried over," explained Dr. Randisi. "Getting the grant really enabled us to put our ideas into motion. Without it, we would not have been able to put in the secretarial hours the project demands. No doubt we wouldn't have done it without some kind of 'administrative glue' to hold the project together," she reflected.

The collaborators have promised to "speed their manuscripts to a publisher" by next May and have already had an indication of "strong interest" from a major, national book publisher.

From a little seed, they might paraphrase, great anthologies now.

What makes the buildings on a state university different from those on the grounds of a private university?

With rare exception, the state campus structures have names like Physical Education complex, Biological Sciences Building or Creative Arts. On the private campus they might be identified as Smith Gymnasium or Jones Hall — a tribute to the individuals or families whose largess made them possible.

In broadest terms, it is generally safe to say the state finances the planning, construction and alteration of buildings for public higher education. In reality, the source of construction funds is a bit more diverse. Still the private bequest large enough to fund a building is rare on the state university campus.

The way in which the state secures funds for buildings, even on the San Bernardino campus, has varied in the last two decades.

The first site improvements and the original three buildings on the San Bernardino campus, for example, were funded from a mixture of tax money and bond revenues in 1965. In the expansion, boom years of the 1960s and early 1970s, Californians passed bond issues to start new campuses and enlarge existing institutions.

Tidelands oil revenues then became the state wallet for the construction of campus facilities. With the drastic decline in oil prices, the revenues diminished. Last year, the San Bernardino campus received approximately \$2 million of the disappearing funds for construction of the faculty office building, its first state-funded construction in nine years.

"There must be another source of funds, if we are to keep up with growth on our campus," says Business Manager Leonard Farwell.

The answer appears to be in a return to bond issues. The Higher Education Facilities Bond Act of 1986 is on the November ballot. This measure authorizes the state to sell \$400 million in general obligation bonds to fund facilities for public higher education.

The San Bernardino campus would receive \$19,000 from the original bond sale, if authorized, for 1986-87. The money would be used for movable equipment to allow the faculty office building to be occupied in the fall of 1987, when construction is completed.

The last four buildings erected on the San Bernardino campus illustrate other avenues for financing capital projects. Student fees built the Health Center and the Student Union. The Foundation funded the Coyote Bookstore and federal revenue-sharing money paid for the Children's Center.



A TASTE OF THE GRAPE — The university hosts a variety of events throughout the year to recognize and thank donors. At one occasion, Dr. James D. Crum, at left, dean of the School of Natural Sciences, shared his long-standing expertise in wines. Among the guests sampling his selections were (from left), Kathy Grossman, B.A. 1983, a member of the steering committee for the Friends of the Art Gallery; her husband, Howard; Olga Morales, Fay Gardenhier and Debby Polen. Mrs. Polen established the Ted Polen Memorial Scholarship in teacher education this year. Grossman has funded a scholarship in math, science and computer science education.

The \$2 per quarter paid by all students as a health fee is retiring bonds which financed the Health Center. Students assessed themselves and their successors a special fee to build the Student Union. In a referendum last spring, they agreed to raise the fee to float more bonds to double the size of the Student Union.

Revenues from the Coyote Bookstore operations are being accumulated to finance an addition which will double the present structure within the next two years. Revenues of about \$50,000 a year have been accumulated in a building reserve account, which will allow the University Foundation to secure a 10-year construction loan from a local bank. The 6500-square-foot addition is estimated to cost about \$600,000; the original building of 5000 square feet cost under \$150,000 nine years ago. Construction is expected to start in January on the two-story addition which will provide space for more books and supplies for students plus six classrooms, leased to Extended Education.

Both San Bernardino city and county contributed federal revenue-sharing funds to build the Children's Center. State grants, plus modest allocations from the Associated Students and fees paid by the parents, cover the operating costs.

Some CSU campuses have started to tap private, philanthropical giving to fund new facilities or to increase the scope of state-financed buildings. Cal State, San Bernardino will begin to explore this kind of giving in the near future.

Cal State, San Bernardino does have a building, the John M. Pfau Library, which is an exception to the general no-name rule. Under CSU policies, the Board of Trustees may authorize naming a building after an individual who has given meritorious service to the campus. That is why the San Bernardino campus' biggest structure carries the name of the founding president.

Throughout the past year, I was privileged to meet and talk with many of you who are friends and supporters of the University. Those conversations allowed me to express my appreciation to you for the money you have given, the special gifts you have provided and the time you have spent to make Cal State a better institution. But in some cases our paths have not crossed, and I have missed the opportunity to tell you how important you are in the life of our University. The Honor Roll of Donors is my chance to say "thank you."

Whatever the form of your gift, it is of great value to us. It tells us that you believe in the university's ability to provide a high quality education to our students and to serve as a cultural and intellectual resource to the region. You help us to accomplish our goals.

On behalf of my colleagues, I offer my deepest appreciation and ask that you continue to support our efforts to build a tradition of giving to your university.

Sincerely,

Judith M. Rymer
Executive Dean



Dr. Judith M. Rymer

Honor Roll of Donors

The Honor Roll of Donors acknowledges all gifts received between September 1, 1985 and August 31, 1986. Memorial gifts and gifts to named scholarships or endowments are included.

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- Dr. Ernest BERNAL and Dr. Carmen TAFOLLA
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- Mr. Lawrence BUCK*
- Mr. and Mrs. Michael BURGESS*
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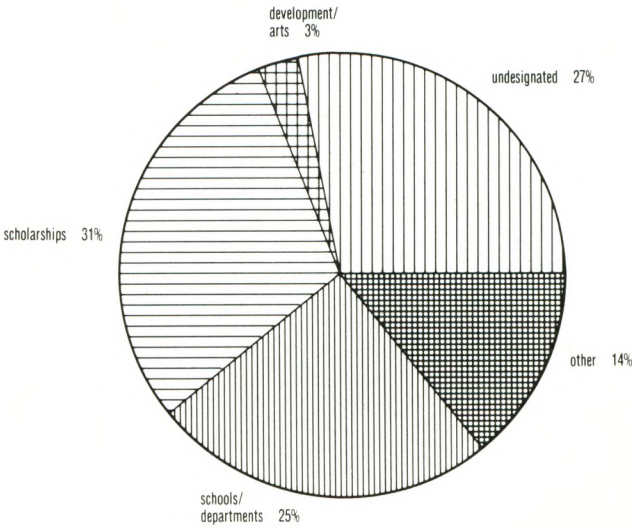
An anonymous gift in the amount of \$5,000 was given to establish the Joseph B. CAMPBELL Writing Competition.

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What makes the difference between a good institution and a great one? *Funding and Volunteer Support!*

Q: Panorama *Dean Rymer, tell us something about the growth of Cal State's development program.*

A: Dean Rymer The university's development program, although relatively young, has grown significantly during the past year. The membership in support groups has increased and the money from private sources has nearly doubled. In 1983-84, before an organized development effort was undertaken, the funding from private sources totaled about \$15,000. With the initiation of a more active program in 1984-85, that figure grew to approximately \$50,000. In 1985-86, the university was pleased to report \$91,600 in cash gifts and \$126,000 in in-kind gifts or services.



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Q: Panorama *What kind of gift assists the program most?*

A: Dean Rymer A development program is most successful when the interests of the donor and the needs of the university can be brought together in ways that are mutually beneficial. Although the university is always in need of unrestricted funds, many donors — alumni in particular — have a good feeling about designating money to a program or school with which they have had a personal relationship or in which they have a special interest. Development efforts carried out at the school level and coordinated by the University Relations staff hold great promise for the university. Such efforts can lead to the establishment of endowed chairs and professorships, special lecture series, faculty development programs, centers to study current societal issues and the like.

Q: Panorama *Do other people help with special development efforts?*

A: Dean Rymer Yes, indeed. A good example of alumni involvement was in the department of economics. Four alumni worked with Dr. Tom Pierce, dean of the School of Social and Behavioral Sciences and professor of economics, to solicit gifts to endow the Economics Alumni Scholarship Fund. In another case, Dr. James Crum, dean of the School of Natural Sciences, began solicitations of dentists and physicians to create an endowed Science Enrichment Fund to support the pre-professional programs. Successful also was the effort of former School of Business and Public Administration Dean Hal Hoverland to acquire financial support from several accounting firms to fund professional development opportunities for accounting

continued on page 8

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professors. In communication, Professor Fred Jandt, department chair, has just begun to solicit underwriting funds for KSSB, the student-operated broadcast studio at Cal State. Notable, too, was the establishment of another campus support group, The Friends of the Gallery. Spearheaded by Professors Julius Kaplan and John Nava, the group held two impressive events in 1985-86 and has a full schedule planned for this year. These kinds of development efforts will continue to play an important role in the university well beyond the current year.

Q: Panorama Could you describe some of the activities that donors on the Honor Roll helped support in 1986?

A: Dean Rymer Certainly.

- We were able to provide hospitality for many off-campus visitors including legislators, trustees, candidates for faculty positions, business and community leaders;
- Enrollment Services was able to host a conference for high school counselors;
- We lent support to the series of workshops on cross-cultural perspectives in the curriculum;
- Senator Gary Hart (Santa Barbara) was brought to the campus to speak to an audience of educators and community leaders on educational reform;
- Part of the Summer Entertainment Series, offered free to the public, was funded by gifts;
- We supported the speech and student seminar offered by newswoman Kelly Lange, sponsored by the Intellectual Life Committee;

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Economics Alumni Scholarship
David Montano Memorial Scholarship
Robert and Frances Fullerton Scholarship
Reynolds C. Gross Memorial Scholarship
Janczyk Family Economics Scholarship

Agency Scholarships for 1986-87

American Society of Women Accountants
Association of Government Accountants
Western Association of Food Chains
Uni Phi Club
Citrus Belt Chapter — California Society of C.P.A.s
Inland Empire Mortgage Bankers' Association Scholarship
Pomona Valley/Inland Empire Chapter of The National Accounting Association Scholarship
Pacific Savings Bank Scholarship
Robert Half Associates Scholarship
Union Pacific Foundation Scholarship
P.A.C.E. Division, San Bernardino Chamber of Commerce Scholarship

Coyote Club

Mr. Eugene BOISVERT
Dr. and Mrs. Anthony H. EVANS+
Mr. George FOSTER
Mr. Bennet McALLISTER*
Mr. Daniel OCHOA*
Mr. Bobby WHITELEY*
Dr. and Mrs. Paul ESPOSITO*+

- Funds helped the School of Humanities to conduct a creative writing contest for high school students;
- The gifts also assisted with bringing various groups of high school students to the campus.

Q: Panorama What is the special focus for the 1986-87 development program?

A: Dean Rymer We have identified several areas of need in addition to our broad need for unrestricted funds.

Faculty professional development funds continue to be a special need. Although the university is increasingly able to allocate money from the general budget to faculty and staff development funds, there is always a need for additional ways to support professional development. The ability of our faculty to remain current in their fields determines the character and quality of our institution more than anything else does.

As technology continues to develop at a staggering pace, state-of-the-art equipment for instructional use is a special need. Such equipment can be purchased with contributed funds or the equipment itself can be donated.

A new area of emphasis in our fund raising this year is scholarships for underrepresented minority students. As part of our renewed commitment to enroll, retain and graduate more Black and Hispanic students, we believe that strong financial support for these students is essential.



DONOR — Mrs. Reynolds C. Gross, who established the Reynolds C. Gross Scholarship in memory of her late husband, met other members of the university community at a social event for campus friends and family.

Donors to Hispanic Faculty and Staff Scholarship

Dr. Ernest BERNAL and
Dr. Carmen TAFOLLA
Ms. Margaret CHAVEZ+
Hispanic Faculty and Staff Association
Dr. and Mrs. Kenneth JOHNS+
Mr. and Mrs. Carlos MARQUEZ+
Ms. Olga MORALES+
Ms. Carolyn RODRIGUEZ+
Mr. and Mrs. Anthony VILCHES+

Gifts to Music Department Scholarship

Dr. and Mrs. Richard T. ACKLEY+
Ms. Anna Jane ANDREWS
Mr. James D. BAUMANN
Ms. Wilma BLANCHETTE
California Stage & Lighting Co.
Mr. and Mrs. W.C. CLINTON
Dr. and Mrs. Robert DETWEILER+
Dr. and Mrs. Anthony H. EVANS+
Mr. James K. GUTHRIE
Mr. and Mrs. Hollis G. HARTLEY
Mr. and Mrs. David C. KENNEDY
Ms. Ann MOORE
Dr. and Mrs. Arthur MOOREFIELD+
Mr. and Mrs. William A. NEWMAN
Mr. and Mrs. Jerry OLSEN
Dr. and Mrs. Jerrold PRITCHARD+
Mr. and Mrs. Wilbert G. SLOBOM
Mr. and Mrs. William H. SOLTZ
Temple Emanuel Sisterhood

Players of the Pear Garden

Sponsors
Mr. and Mrs. Neal HANZLIK
Dr. and Mrs. Benson HARLEY, JR.
Mr. and Mrs. Hollis HARTLEY*
Dr. and Mrs. Arthur MOOREFIELD+
Dr. and Mrs. Donald WOODS+

Patrons
Dr. and Mrs. Richard ACKLEY+
Mr. and Mrs. Richard E. BEE
Mr. and Mrs. Caywood J. BORROR
Dr. and Mrs. Robert DETWEILER+
Eagle Educators

Dr. Catherine GANNON+
Dr. Craig E. HENDERSON and
Mr. Barry L. MORGAN+
Dr. Hal HOVERLAND+
Mr. R.W. HYNES
Mr. and Mrs. John F. INGRO
Mr. George IWANAGA
Dr. and Mrs. C. Fred KELLERS+
Dr. Adria F. KLEIN+
Mr. Charles and Dr. Helene KOON+
Mr. and Mrs. James A. LINGREN*
Dr. and Mrs. Fook LIU+
Mrs. Virginia MCKENZIE
Dr. and Mrs. Kenneth E. MADUZIA*
Dr. and Mrs. Ralph H. MALLINGER
Mr. and Mrs. Ronald S. MARTIN
Dr. and Mrs. Richard MOSS+
Dr. and Mrs. James W. NELSON
Mr. and Mrs. Herman A. PAULK, JR.
Dr. and Mrs. John M. PFAU
Dr. and Mrs. Jerrold PRITCHARD+
Mr. and Mrs. Charles V. RICHARDS
Ms. Shirley ROJAS*
Dr. and Mrs. James R. SAVAGE+
Mr. and Mrs. Sam SILL
Mr. and Mrs. Wilbert SLOBOM
Ms. Rita STURGEON*
Summit School Associated
Student Body
Dr. Richard SWITZER+
Mr. and Mrs. Curt J. TWICHELL
Mr. and Mrs. Bobby VINCENT
Mr. J.C. WRIGHT*

In Kind Gifts

Professor Lance MASTERS+
Donation of software to School of Business and Public Administration
Professor Leo DOYLE+
30 handcarved, handpainted birds with pedestals to Art Gallery
Professor John NAVA+
20 etchings to Art Gallery
Professor Don WOODFORD+
3 framed collages to Art Gallery
Professor Joe MORAN+
25 color Xerox prints to Art Gallery
Mr. Ward MATHEWS
Hammond organ with Parker speaker system to Music Department
Mr. Kenny HAVENS
Refrigerator to Art Department
Mr. H. Stephen PROUTY+
Three speed VHS video recorder and four track stereo amplifier to Audio Visual Department
Professor William WAREHALL+
Handblown glassware to the University
Ms. Karen ROSENBERG
Complete set of 1985-86 Young Reader Medal nominees to School of Education
Mr. Ken REED+
Pako Super Drum Drum Dryer to Art Department
Southern California Edison Company
Brochure for Intimate Performance Series
KQLH
Dr. Pat Michaels
Broadcast equipment for Communication Department
Dauberman/Montgomery, Inc.
C.P.A. Review Course to School of Business and Public Administration
Becker C.P.A. Review
C.P.A. Review Course to School of Business and Public Administration
Professor Arlo HARRIS+
1000 long playing records to KSSB Broadcasting Studio
Mr. and Mrs. Michael R. THOMPSON
50 publications of the Plantin Press in memory of Mr. Charles Salzman



NEW PRINCIPAL — President Anthony H. Evans extends congratulations to Kay Rager, a Cal State graduate, on her appointment as principal of Fontana High School. Mrs. Rager and her husband, Raymond, also are members of the Friends of Cal State.

Friends of the Gallery

Dr. Russell BARBER and
Ms. Joanna ROCHE+
Ms. Ruth BAVETTA*
Mrs. Frances BIRKMEYER
Dr. and Mrs. Michael BOYKO
Mr. Jose and Dr. Stella CLARK+
Ms. Sylvia T. CLARK
Mr. Michael DEWEY and
Ms. Debra BRECHER
Mr. Bruce DuAMARELL
Ms. Suzi M. DuAMARELL*
Dr. and Mrs. Anthony H. EVANS+
Mr. and Mrs. Leonard FARWELL+
Mrs. Richard FIELDING*
Mr. John FRAME
Mrs. Ellenor GESLER*
Mrs. Dianne GODDARD
Mr. and Mrs. Keith JOHNSON+
Mrs. Robert F. LEONARD*
Mr. and Mrs. Dennis LITTLEFIELD
Mrs. Donna MORIN*
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Dr. and Mrs. Robert OKUMURA
Ms. Katherine PAHNKE+
Ms. Pola PATTERSON+
Dr. and Mrs. Clifford PAYNTON+
Dr. and Mrs. Jerrold PRITCHARD+
Col. and Mrs. David E. RALEY
Mr. and Mrs. Danny REDFERN*
Mr. Mark RICHICHI
Dr. Richard SAYLOR+
Mrs. Teruko SCHAKEL
Miss Edna STEINMAN*+
Ms. Roberta THOLE
Mr. and Mrs. Larry THOMPSON
Mr. Michael VARGAS*
Mr. Alfonso VJIL
Mr. Don WOODFORD+
Mrs. Ronnie YIP+

Patrons of the Gallery

Mr. and Mrs. T.C. BINNEY*
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Dr. and Mrs. Julius KAPLAN+
Dr. and Mrs. John PFAU
Dr. J.C. ROBINSON+
Mr. Glenn RYMER*
Dr. James D. THOMAS and
Ms. Arlene ROBERTS+

Gallery Associates

Dr. and Mrs. Robert DETWEILER+
Dr. and Mrs. Taewoong KIM
Dr. and Mrs. Arthur MOOREFIELD+
Mrs. Rudolph NAVA



ALUMNI SUPPORT IS ESSENTIAL — So Pam Langford, at left, tells Lawrence Daniels, a past president of the Alumni Association, and Dr. Judith Rymer, executive dean, as she shares some of her plans for the annual fall campaign. Pam, a Cal State graduate who is now pursuing her master's degree, is the new director of community relations and development for the university.

Building Traditions, An Alumni Quiz

Which of the following are Cal State traditions?

- a. Hamilcar, the St. Bernard
- b. The all-campus cookout
- c. Thursday night dorm parties
- d. Novelty relays
- e. All of the above
- f. None of the above

Answers: If you chose **a, b, c or d** you just dated yourself. If you selected **e, all of the above**, not only did you date yourself, but you may qualify as Cal State's most enduring student, a tradition of sorts in itself. If **f** was your answer, you probably were a working night student.

Whichever your response, you pass; no answer is incorrect. The truth is, each of the traditions mentioned was at one time part of the Cal State experience, but all were short-lived. Lasting tradition has not had a major role in Cal State's past, but it can be part of the university's future.

With healthy momentum, Cal State embarks on its 22nd year in the service of education. Now is the time to establish new and enduring traditions at Cal State. And, tradition starts with us, with the university alums.

How can we, as alums, help set tradition? The university considers us to be its strongest, most consistent source of support. And we increasingly show our support for Cal State in a number of ways:

- * We spread good words about the university to others;
- * We volunteer our time to help with university projects and events;
- * We are involved with our Alumni Association;
- * We make gifts that allow the university to fill special needs;
- * We send quality students who are in pursuit of higher education to Cal State.

Without realizing it, we are paving the way for tradition. You and I are setting the groundwork for traditional support of the university.

Annual giving is the formal way of carrying that tradition of support forward. It is a custom of making a yearly

gift to the university. Continued year to year, our gifts provide the linchpin that supports Cal State's ongoing educational activities. Yes, as a state university, Cal State receives tax assistance. But additional funds are needed over and above state appropriations to fill special, pressing needs those dollars can't reach.

What are some of the needs a tradition of annual giving will fill?

Scholarships for students from all disciplines and backgrounds. Financial assistance opens the door to educational opportunity for many and places the university in a competitive position to attract top students.

Resources for ongoing **faculty research and training**. This enhances the level of instructional quality at Cal State and brings more outstanding, sought-after faculty to the university.

State-of-the-art-equipment such as microcomputers and synthesizers. Access to the newest hardware and software gives Cal State's students the opportunity to develop valuable, marketable skills that will prepare them to compete for attractive jobs. With synthesizers, students can explore and master contemporary electronic music for careers in commercial music.

An annual gift goes beyond our yearly Association dues. Your support and mine, through annual giving, is an acknowledgement of and appreciation for the educational experiences Cal State gave us. It is an expression of our desire to make the same opportunities available for others. It speaks of our belief in the university's potential and our commitment to its continued advancement.

In 1986-87, let the tradition and spirit of support emerge strongly through annual giving, and let it start with us, the alums. Our generosity can make lasting traditions possible.

Pamela Langford

Class of 1985

Director of Community Relations

Returnees, New Recruits, Rule Changes Buoy Coyotes' Basketball Hopes

By Dan Durst, Sports Information Director

Combining optimism and crossed fingers, basketball coaches Jim Ducey and Jo Anne Bly are facing the Coyotes' third seasons which begin Nov. 21 and 22.

Ducey hopes the updated 1986-87 team will continue the winning streak (10 of 12) which closed the season last winter. The season's overall record of 11-15 indicates a slow start, which Ducey hopes to avoid this year.

"To top last year's 17-9 record is a challenge — but that's what we expect to do," said Bly, who turned the Lady Coyotes into winners after a disappointing 4-20 opening season. All-American (American Women's Sports Federation) Sayori Baldwin, who averaged 15.5 point per game last year, is returning along with an All-American honorable mention, Robbyn Gee, a graduating senior.

A new rule change, the three-point shot, will be important to the men's squad, which generally is smaller than its opponents. Sinking a basket from any distance past 19 feet, 9 inches will be worth three points. Outside shooters, like Gregg Bujnovsky, who took few shots inside 20 feet, stand to score quite a number of points, explained Ducey. He believes the inside shots and rebounds will come more easily for the smaller players as the bigger men, usually closer to the basket on defense, will be forced to spread out to cover the three-point shooters.

Coupling this with the 45-second clock, the maximum time a team can hold the ball before shooting, should produce some high-scoring games for Coyote fans, according to Ducey.

Although his team has only one starter from last year, Ducey is optimistic. "We've got a lot of talent — returning players (not starters), incoming recruits and freshmen."

Ducey believes his sole returning starter Bujnovsky, a sophomore from Mission Viejo/Capistrano Valley High School, will continue his steady play at the shooting guard position, where he also handles tough defensive responsibilities.

Another guard, or possibly a small forward, returning is 6-3 sophomore Gerald Duncan from Gardena High School. "Gerald jumps and shoots well, but this year we will rely on him to make the team play together," according to the coach.

Duncan will share team leader duties with another experienced player, 6-1 Patrick Pruitt, a transfer from Washington State. Pruitt, a guard, played prep basketball at San Geronio High in San Bernardino.

For rebounding, Ducey hails the return of 6-4 Scott Perong and 6-3 Randy Horton. "Perong needs to be a monster on the boards for us." The Coyotes will count on the strength and jumping ability of Horton, a senior transfer from Fresno City College. Ducey is counting on a strong class of freshman recruits and several key community college transfers to round out the squad, which debuts Nov. 22, hosting Southern California College.

On the women's court, Baldwin, a junior from San Geronio High who rewrote the Lady Coyote record books last year, will be a valuable leader at guard, notes Bly. Robbyn Gee, who could graduate winter quarter, wants to play out her final season.

Predicting a stronger squad than last year, Bly has a few surprises up her sleeve. She is counting both freshman recruits and junior college transfers to provide the surprises.

Off-season recruiting has produced several good guards, including 5-10 Terri Paine from Riverside's LaSierra High School. Paine is a good rebounder and has the potential to become a good shooter as well, says Bly. Beside that, she pulled down a 3.6 GPA in high school.

With the work of her team and the support of Rick Williams, assistant to the coach, Bly says, "We will continue to grow and develop our program into a top NCAA Division III team."

The Lady Coyotes, the defending champions, open their season Nov. 21-23 in the University of Redlands Basketball Tournament.

Tax Reform: What's in it for You?

Joseph W. Walloch, C.P.A.
Soren, Ahern, Christensen, Bartells,
and Walloch

Janice Loutzenhiser, J.D.
Associate Professor of Management
Cal State, San Bernardino

November 13, 1986
4:30 - 6:30

November 16, 1986
3:30 - 5:30

Sycamore Room
University Commons

Offered by the Office of University Relations, 887-7413



Rosemary Binney: Student, Employee, Volunteer

by Joanna Roche

Rosemary Binney has kept close ties with her *alma mater*. Student, employee, and presently volunteer staff member, she's seen the university from a variety of perspectives and over a long period of time: 19 years in fact.

As she surveyed the campus from the picnic tables behind the Student Services building where we sat, she commented on the growth of Cal State, San Bernardino.

"When I first started as a student in 1967, I knew nearly everyone on campus. There were only about 900 of us then, in a few buildings. You couldn't help but know people. It's certainly bigger now, but it's retained that same familiarity and friendliness."

Holder of two degrees from Cal State, Rosemary was in the third graduating class, receiving her B.A. in history in 1969. She continued her studies, and received a life teaching credential in 1970, and an M.A. in education with an emphasis in history in 1975. In 1977, she obtained a reading specialist credential.

Her second role, that of university employee, began while she was earning her teaching credential in 1970. Asked to tutor students in the Educational Opportunity Program, she agreed, and worked there until 1975. In 1977, she was asked to serve as their reading specialist and tutor coordinator. She enjoyed her work with the students immensely.

"My responsibilities involved hiring and supervising the tutors, as well as tutoring in reading and writing. I also taught study skills and assisted students in preparing for the CBEST exam. I developed a great affection and respect for the tutors and students in the program over the nine years I worked there."

During that time, Rosemary was active in campus organizations, notably, in the Alumni Association, where she was one of the founding members of the Education Chapter, initiated by Dean Ernest Garcia of the School of Education.

"We organized the chapter because we wanted to maintain contacts with fellow alums and needed a job support group as well. We've seen the chapter membership grow considerably over the years."

After serving as chapter secretary for two years, then vice president for the same period, she became president. As chapter president, she also sits on the Alumni Association Board of Directors. The chapter supports university, as well as School of Education, events and programs. They are also active in fund raising for their scholarship program. The chapter currently sponsors two \$200 scholarships for students in the field of education.

This fall, Rosemary began a third phase of her career at Cal State, that of volunteer coordinator in the University Relations Office. Her interest in the institution and its alumni prompted her to accept a volunteer position in that office. She volunteers at least 20 hours a week to the office doing research and writing, event planning and general office support. A major project of hers is to help the alumni director establish a volunteer network of Cal State alumni.

"The university has many dedicated alums who would like to assist their school. Some may have time to contribute, others may be able to help the school through financial support. I'd like to help those alums who have something to offer find the opportunity to do so. We have university-wide committees alums can serve on, major projects that require volunteers, events that need to be planned, and most of all, we need our alums to go out and tell people about Cal State, and encourage students to get their university education here."

Like so many of her fellow alums, Rosemary Binney believes in the quality of the education and in the faculty and staff that make up her university. Most universities lose their best students after their schooling is complete. We've been lucky enough to keep one of ours.



Alumni Day at the Races

All alumni are invited to join in a lively day at Santa Anita Race Track. The chartered bus will leave the main parking lot on campus at 10:30 a.m., Sunday, Nov. 2. En route, Dr. Keith Dolan of the School of Education will share his secrets on how to succeed at the races and how to read The Racing Form. Refreshments, including champagne, will be served on the bus.

Seating will be in the Baldwin Terrace grandstand area, overlooking the Top O-The Stretch Turn (last turn before horses head home). The Baldwin Terrace is completely covered, and has a fantastic view of the track with convenient access to wagering windows. Bring a sack lunch or buy food and beverages at concession stands.

Cost per person is \$12 which includes transportation, admission fee and refreshments on the way in. Any member of the university community is invited. Seating is limited, so call the Alumni Office (887-7811) for reservations by Tuesday, Oct. 28.

Homecoming '87 Invites Alums to Return Jan. 16-17

We'll save you a seat for Cal State's second annual homecoming, promises Joanna Roche, alumni director, in extending an invitation to graduates, former students and friends to return for the festivities.

Friday, Jan. 16, the Coyote women's basketball team will face the University of La Verne on the home court. Saturday, Jan. 17, the men will host the challenging team from Claremont-McKenna-Mudd-Scripps Colleges. Both games begin at 7:30 p.m. A homecoming dinner, hosted by the Cal State Associates, will precede Saturday's game.

Various other events, including a guest speaker and pep rally, are being planned. "Hold these dates to join fellow alums and the rest of the Cal State community to cheer on the team and to get re-acquainted with your university," said Ms. Roche.

Alumni Updates

1967

Lois Carson, B.A. English, a trustee of the San Bernardino Community College District for 13 years, has been named chairwoman of the Accrediting Commission for Community and Junior Colleges. Carson, executive director of the Riverside County Department of Community Action, has served on the state commission for six years.

Joyce Payne, B.A., is now assistant to the principal at Lincoln School in the San Bernardino City Schools.

1970

Karen Marshall, B.A. English, M.A. education 1980, is now the principal at San Andreas Alternative High School in San Bernardino. Previously, she was a vice principal at San Bernardino High School.

1971

A book by **Robert Gordon**, B.A. English, *Jazz West Coast: The Los Angeles Jazz Scene of the 1950s*, will be published late this fall by Quartet Books, London/New York. His wife, **Lynn**, is a 1986 graduate, with a B.A. in art. The Gordons live in San Bernardino.

1972

Harry L. Christian, B.A. English, a member of Mensa, graduated from Cal State at age 57. Today at 71, he reports he is trying to get into graduate school.

James N. Kennedy, B.A. administration, M.B.A. 1977, is a partner in Kennedy and Kennedy, CPAs, in San Bernardino.

1973

Concetta C. Arnone, B.A. sociology, M.A. education 1978, is now a counselor with the Family Court Services, working in the Ontario office of the Superior Court. A licensed marriage/family counselor, she formerly was employed by in the San Bernardino County methadone maintenance and mental health program. Mrs. Arnone, who is listed in Who's Who in the West, has written five books of inspirational poetry and has been recognized by the Poetry Therapy Association. She was honored as an outstanding alumnus by the Alumni Association in 1982.

1975

Gloria Carlson, M.A. education, formerly principal at Roosevelt School, was appointed principal at Warm Springs School this fall. Both are elementary schools in the San Bernardino City School District.

1976

Ruth Bavetta, B.A. art, had a show of figurative paintings and drawings in the Cuesta College Gallery in San Luis Obispo Aug. 28-Sept. 24.

Dennis L. Harper, B.A. biology and psychology, married Dr. Kristen A. McCauley Aug. 10 at the Pepperdine University Chapel in Malibu. Harper, who is on the staff of St. John's Hospital in Oxnard, is completing his Ph.D. in clinical psychology at the University of Colorado. His wife is a resident in family practice. They are living in Ventura.

Loretta Darlene Gutenberg, B.A. sociology, and Robert Joseph Zabka were married Aug. 9 at St. Catherine of Siena Church in Rialto. The bride is employed as a loan supervisor by Great Western Savings in Claremont. Her husband is superintendent of dyeing at Custom Weave in Westminster. Their home is in Norco.

Louis Siegel, B.A. political science, represents private post-secondary schools on the Cerritos Regional Adult and Vocational Education Council. President of Going Places Travel in Cerritos, he is a certified travel consultant and serves on the board of the Institute of Certified Travel Agents.

Robert E. Tremont, B.A., M.P.A. 1976, is the assistant to the Riverside city manager. He and his wife, Barbara, live in Riverside.

1977

Nicholas R. Cataldo, B.A. psychology and social sciences, M.A. education 1983, and Linda Louise Myrick are engaged to marry Dec. 27 at Edwards Mansion in Redlands. Both are teachers in the San Bernardino City Schools.

Pamela D. Newcomb, B.A. economics and geography, is vice president of Miller and Schroeder Financial, Inc., of Solana Beach. She and her husband, Charles, who attended Cal State as a history major, live in Oceanside.

1978

Zelma J. Ballard, M.A. education, teaches second grade in the Grand Terrace School in the Colton School District. Last June she was honored for 20 years of teaching.

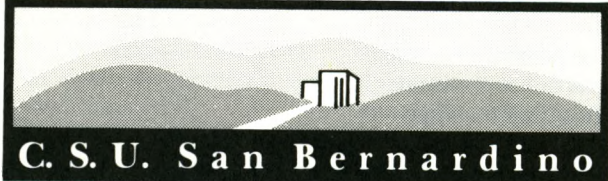
Renato Cervantes, B.A. Spanish, teaches Spanish at Cajon High School. He and his wife, Judith, live in San Bernardino.

Lee A. McConahy, B.A. psychology, is the sales manager/partner in South Coast Rubber Stamps of San Bernardino. He and his sons, Skyler, 6, and Armand, 3, live in San Bernardino.

Dean McIntyre, B.A. music, is minister of music at the First United Methodist Church of Clovis, N.M.

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Alumni Association



You'll be seeing more of this new logo, designed by Cal State senior, Ann Van Der Linden, an art major.

The Alumni Affairs office will be using this design on its stationery, brochures and other publicity.

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Shannon Houlihan Ng, B.A. liberal studies and English, is a technical services librarian at the San Bernardino County Law Library. She earned her M.L.S. from UCLA in 1980. She, her husband, Dr. Jeffrey N. Ng, and their two daughters, ages 18 months and 4 years, make their home in Highland.

Earl Shore, M.A. education, is now an assistant to the principal at Mount Vernon School in San Bernardino.

1979

Cecilia Carrasco, B.A. liberal studies, M.A. education 1985, was appointed assistant to the principal at Lytle Creek School in the San Bernardino City School District.

Fancy Davis, B.S. nursing, a nurse practitioner, and her husband, **Jim Ferranti**, M.A. education 1986, make their home in Lake Arrowhead.

Dr. Joan Sandberg, M.S. counseling psychology, received her Ph.D. last April in counseling psychology. In private psycho-therapy practice in Apple Valley, she specializes in working with adults and children who have been sexually abused. She has done research in the areas of self-esteem and the marital relationship of parents in the father-daughter incest family. In June she received a commendation award from the State Department of Social Services for her work with people molested as children. Joan and her husband, C.W. Simington, live in Apple Valley.

1980

Carol Clark, B.A. administration, is employed as an accountant with the city of Riverside.

Jana Ondrechen-Wible, B.A. art, had two mixed media works, "Zen Rose" and "Dreams of Palomar" accepted for exhibition in the annual spring juried competition of the Maryland Federation of Art in Annapolis. "Dreams of Palomar" was awarded an honorable mention. Jana recently began work as a production editor for Tracor, Inc. Still known professionally by her maiden name, Jana is the wife of Jim Wible, a technical journalist, illustrator and photographer. Together they create a cartoon strip that is a regular feature of their church newsletter. The couple resides in Town Creek, MD.

Ted William Schroeder, B.A. psychology, is working on his Master of International Management degree at the Thunderbird campus of the American Graduate School of International Management, in Glendale, AZ.

Martha L. Westfall, B.A. child development, earned her teaching credential in 1982 and now teaches kindergarten in the Corona-Norco School District.

1981

Kathryn Faye Fortner, B.A. administration, M.P.A. 1984, currently is supervisor II for the Program Development Division of the Riverside County Job Training Partnership Department.

Morris G. Henry, M.B.A., is a district manager for H&R Block, Inc., in San Bernardino. He and his wife, Betty, make their home in Moreno Valley.

Carol Anne Moran, B.A. history, is an elementary teacher in the San Bernardino City Schools.

Edith Krache, M.A. education, is the new principal of Serrano Intermediate School this year. She previously held the same post at Monterey Elementary School. Both are in the San Bernardino City School District.

New Members

The Alumni Association welcomes the following new members who have joined since the last issue of the *Panorama*.

- Julie Acton**, M.B.A., 1986
- Lois L. Aguilar**, B.A. anthropology, 1986
- Zelma J. Ballard**, M.A. education, 1978
- Kelli Bruhl**, B.A. history, 1986
- Valcouer Caesar**, B.A. criminal justice, 1986
- Stephen T. Carr**, B.A. mathematics, 1986
- Cecil G. Carter**, B.A. administration, 1986
- Deborah M. Carter**, B.S. computer science, 1986
- Roque Chiriboga**, B.A. economics and administration, 1986
- Harry L. Christian**, B.A. English, 1972
- Carol A. Clark**, B.A. administration, 1980
- Steve Concannon**, B.A. administration, 1986
- Willie Cowart**, B.S. biology, 1986
- Edwin A. Creasman**, M.B.A. administration, 1985
- Deborah L. Dellilo**, B.A. liberal studies, 1985
- Carolyn Douglas**, B.S. administration, 1986
- Harriet Engelbrecht**, B.S. nursing, 1986
- Vivian J. Fielding**, B.A. art, 1986
- Christine Frederickson**, B.S. administration and physics, 1986

1982

Jay Farrell Hosfield, B.A. administration, and Ann Marie Reisch were married Aug. 16 at St. Anne's Church in San Bernardino. Jay is a material control supervisor with Fluid Components, Inc., in San Marcos and his wife is a teacher. They are living in Carlsbad.

1983

Wendy Chalk, M.B.A., is a mentor science teacher at Norte Vista High School in Riverside. This fall she was named the Distinguished Teacher of Nuclear Science by the Los Angeles Chapter of the American Nuclear Society.

Kenneth D. Whitson, B.A. political science, M.A. national security studies 1985, is a research analyst in Soviet Studies "in a deep, dark vaulted cell somewhere in the vastness of Langley," he reports, "writing reports and getting paid for it." His home is in Falls Church, VA.

1984

Carol Hall Atkinson, B.S. nursing, completed her M.S. in nursing last March at Loma Linda University and now is a public health nurse with Riverside County. She and her husband, David, live in Yucaipa.

Julie Kathleen Ayars, B.S. administration, and Paul Albert Wilson are engaged to marry Sept. 27 at Calvary Baptist Church in San Bernardino. Julie is employed as a foreclosure processor by Shearson Lehman Mortgage Corp. Paul is co-owner of American Auto Wrecking in San Bernardino.

Joanne Cataldo, B.A. human services, and Steve Dreese were married June 28 at Our Lady of the Assumption Catholic Church in San Bernardino. They are living in Oak Hills.

Kellie Lin Clark, B.A. child development, and Douglas Alan Whittaker were married June 28 at Calvary Chapel in Redlands. Kellie is working on her teaching credential. Their home is in San Bernardino.

Joseph F. Dittimore, B.A. administration, and Pamela Lynn Tanja were married Aug. 9 at First Presbyterian Church of San Bernardino. He is an insurance agent with Farmers Insurance and she is a teacher in San Bernardino. They are living in Redlands.

Frances Krause, M.A. education, teaches in the Snowline School District and lives in Wrightwood.

Larry E. Johnson, M.A. education, teaches in Fontana. He and his wife, Marion, live in San Bernardino.

Diann Kudelka, B.A. child development, is an educational consultant with Discovery Toys. She and her husband, Lawrence, live in Huber Heights, Ohio.

Robert Marinello, M.A. education, a certified hypnotherapist in private practice, is director of the Center for Positive Growth in Yucca Valley. He also is teaching part-time in Cal State's Coachella Valley Center at College of the Desert.

Frieda S. Milowsky, B.S. nursing, who took a three-month vacation in Vermont recently, works part-time at Desert Hospital in Palm Springs. She and her husband, Dr. Jack Milowsky, make their home in Rancho Mirage.

Kimberly J. Mucho, B.A. liberal studies, and **Daniel J. Williams**, B.A. communication 1986, were married June 28 at Yucaipa United Methodist Church. Kimberly is a teacher in the Rialto School District and Daniel is an administrative officer with the Price Club in Colton, where they are making their home.

- Michael Frederickson**, B.S. physics, 1984
- Marie Fryer**, B.A. human services, 1986
- Ed Garcia**, B.S. administration, 1986
- Paul Mark Garrett**, M.A. education, 1986
- Kathleen Gentry**, M.A. administration, 1986
- Theresa Lynn George**, B.A. criminal justice, 1986
- Cheryl A. Gilbert**, B.A. psychology, 1984; B.S. administration, 1986
- Lynn Gordon**, B.A. art, 1986
- Angela Grotke**, B.A. liberal studies, 1986
- Richard Gurrola**, B.S. administration, 1986
- Blane A. Harrington**, B.A. communication, 1986
- Randall A. Harris**, B.A. English, 1986
- Kevin Hicks**, B.S. computer science, 1986
- Yuuichi Itakura**, B.A. administration, 1986
- William Andrew Jensen**, B.A. anthropology, 1986
- Ingrid C. Johnson**, B.A. geography and environmental studies, 1986
- Ralm Jung**, B.A. English, 1986
- Dana G. Kalosis**, B.A. liberal studies, 1986
- Kathleen R. Kannenberg**, M.A. education, 1986
- Sharon Kaste**, M.A. education, 1986
- Markham A. Kopang**, B.A. administration, 1986
- Carole M. Lee**, B.A. psychology, 1986
- Betty Leonard**, M.B.A. administration, 1986

Kathleen Roger, M.A. education, was appointed principal of Fontana High School this fall. She had been assistant principal there for three years.

Jesus D. Salazar, B.S. administration, began work July 1 as an auditor for the State Board of Equalization. He and his wife, Maria, live in San Bernardino.

Lela Spears, B.S. biology, is a research assistant for the Division of Perinatal Biology at Loma Linda University. She lives in San Bernardino.

Andrew L. Wade, B.S. biology, is beginning his second year of medical school at the University of Wisconsin at Madison.

Phyllis M. Wood, B.S. nursing, is the maternal child health educator at San Bernardino Community Hospital. A certified R.N. in inpatient obstetrics, she is studying for her master's degree in nursing at Azusa Pacific University. She and her husband, J. Eric Wood, have two children, Julianne, 2½ years, and Courtney, 3½ months. The family lives in Fontana.

Harold H. Branstrator II, B.A. administration, is now a tax auditor with the Internal Revenue Service in Santa Ana. His home is in Redlands.

Maryhelen Callas, M.A. education, formerly assistant principal at Burbank School, was appointed principal at Marshall Elementary School by the San Bernardino City Schools.

James K. Chambless, B.A. administration, is operations manager for A.F.J. Leasing in Fontana. He lives in Highland.

Margaret Chase, B.A. art, completed her teacher training at Cal State and now is teaching second grade in the Juniper School in Hesperia. She and her husband, Lew, live in Crestline.

Mary Compton, B.A. administration, is the supervisor of mails and delivery for the U.S. Postal Service in Sun City.

Margaret Peterson Donahue, B.A. administration, is now living near Kaiserslautern, Germany, with her husband, Major Bernard E. Donahue.

Cheri Eberhardt, B.A. psychology, now is the secretary to the dean of the School of Social and Behavioral Sciences at Cal State, San Bernardino.

Jim Ferranti, M.A. education, is in special education (mentor teacher) in the San Bernardino City Schools. He and his wife, Fancy Davis, live in Lake Arrowhead.

Diana Lynn Fraser, B.A. anthropology, is a library technician at College of the Desert in Palm Desert and lives in Cathedral City.

Linda M. Hernandez, B.S. accounting, completed the CPA exam in November 1985 and is a staff accountant with Romo and Waller, CPAs, in San Bernardino. She and her husband, Norman L. Williams, live in Highland.

Theresa Marie Kasick, B.A. math, and **Paul Jeffrey Hert**, B.S. math, were married this past summer in St. Thomas Catholic Church in Riverside. Theresa is an engineering analyst with Southern California Edison in Santa Ana, and Paul is a systems analyst at Hughes Aircraft Co. in Fullerton. The couple live in Riverside.

Karin Ann Landfried, B.S. administration, has been a senior account clerk with the city of Beaumont for the past year. She lives in Redlands.

- Troy E. Liggins**, B.A. French, 1986
- Debra J. Lubrant**, B.A. administration, 1986
- Tek Tjay Lim**, B.A. chemistry, 1986
- Evelyn Reynosa Lujan**, B.A. liberal studies, 1986
- Lee A. McConahy**, B.A. psychology, 1978
- Lt. Greg D. McManus**, B.A. geography, 1986
- Heriberto Jose Marte**, B.A. administration, 1985
- Gene N. Mastas**, B.A. administration, 1986
- Mary A. Newman**, B.A. psychology, 1978; M.A. psychology, 1986
- Bernice Mendoza Noble**, B.S. nursing, 1986
- Shannon Houlihan Ng**, B.A. liberal studies, English, 1978
- Deeann Palmer**, M.A. special major, 1986
- June A. Peters**, M.S. psychology, 1986
- Constance A. Platt**, B.A. psychology, 1986
- Ruth Plotkin**, B.A. administration, 1986
- Linda L. Porras**, B.S. health science, 1986
- Joan Prehoda**, B.A. liberal studies, 1986
- Sharon L. Ricker**, B.A. political science, 1986
- Kathleen J. Saffken**, M.S. psychology, 1986
- Trini Saldana**, B.A. administration, 1986
- Dena Sam**, B.A. liberal studies, 1986
- Leah M. Schroeder**, M.A. education, 1986
- M. Lynn Shepard**, B.A. administration, 1986

Pamela Langford, B.A. administration, has been appointed director of community relations and development in the University Relations Office at Cal State, San Bernardino. She also is enrolled in the M.B.A. program.

Richard A. Logan, M.B.A., is vice president of the Federal Land Bank in Riverside.

Rajah Ali, B.S. biology, and Tracy Lynn McMinn were married Aug. 2 in Judson Baptist Church in San Bernardino. Rajah is an audio visual coordinator at San Bernardino High School and his wife is a library aide in the San Bernardino city library.

Katharine Ann Peurifoy, B.A. administration, is employed by Brithinee Electric in Colton. She and her husband, David, live in Riverside.

Robin K. St. Clair, M.A. national security studies, is head of the Geotechnical Section at TRW in San Bernardino. She and her husband, John Gauthier, live in Yucaipa.

David L. Showalter, B.A. administration, left Calmar, Inc., in the City of Industry after 15 years to accept the position of controller for Burlingame Industries in Rialto. He and his wife, Ricka, live in Fontana.

Jonni Vindiola, B.A. liberal studies, is now teaching in the Victorville School District and living in Victorville.

Delores L. Westendorf, B.A. liberal studies, is a third grade teacher in the Banning Unified School District.

Loretta J. Yates, M.A. education, is the administrative assistant to the principal at Cole Elementary School in Highland. She was a mentor teacher last year. She and her husband, Donald, live in Highland.

1986

Thomas Favorite, M.B.A., and Stephanie Main, former student here, have teamed up to prepare a new publication, the San Bernardino Business Register. They formed Group Three Publishing with a \$5000 investment and now have eight employees and an office in San Bernardino.

Thomas Haldorsen, M.A. education, was appointed assistant to the principal of North Park School this fall. Both are in the San Bernardino City Schools.

Janet Elaine Schmitz, B.S. computer science, and **Craig Michael Cremer**, B.S. computer science, were married Aug. 28 at St. Adelaide's Church in Highland. Janet is employed as an associate engineer by General Dynamics in Pomona. Craig is a computer programmer with the California Department of Transportation. The newlyweds are living in Redlands.

Susan Vargas, M.A. education, has been named assistant to the principal of Parkside School in San Bernardino.

Harold Vollkommer, M.A. education, was appointed assistant to the principal at Hunt School in the San Bernardino City Schools.

Nancy Waterhouse, B.A. administration, is now employed as the administrative assistant at Computerland in Riverside.

- Louis Siegel**, B.A. political science, 1976
- Ana M. Spitzmesser**, B.A. Spanish, 1986
- Nancy F. Stevens**, B.A. administration, 1986
- Leslie Straub**, B.A. psychology, 1986
- Jenny Piesik Thayer**, M.A. special major, 1986
- Paula G. Townsend**, M.A. education, 1986
- Gregory Lott Walker**, B.S. physical education, 1986
- Nancy Waterhouse**, B.A. administration, 1986
- Debbie Wiersma**, B.S. health science, 1986
- Carolyn Wilson**, B.A. liberal studies, 1985
- David Michael Young**, M.A. special major, 1986

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Name _____

Address _____

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Life Insurance

Immortality on the Installment Plan

By Janice Loutzenbiser, J.D.

For many of us, life insurance is an important component of the total estate plan. We purchase different kinds of policies, at different times of our lives, for a variety of different reasons.

Indeed, one of the advantages of life insurance is the tremendous flexibility that it offers. But too often its potential is overlooked, because we fail to review, on a regular basis, exactly what we own and why we own it. The original purpose for which a policy was purchased may no longer be valid. The designated beneficiary may no longer be the one we would wish to receive the proceeds. The policy itself may be outdated, and it might be replaced advantageously by a new and more sophisticated product. The insurance industry in recent years has undergone major changes, and some of its current offerings can be very attractive.

While reviewing current insurance, keep in mind that it can be used to help achieve charitable giving goals. Most of us sincerely want to give more to our favorite charities, but may not feel financially able to do so. Creative planning with life insurance gives us the opportunity to make potentially substantial gifts at small present cost. (Some have dubbed this form of giving, "immortality on the installment plan"!)

There are numerous possibilities for using life insurance in charitable giving. The most obvious is, of course, for the charity to be a designated beneficiary. This might be as outright beneficiary, co-beneficiary, or contingent beneficiary.

Industry officials tell us that most people name only one beneficiary on a policy. If that



AN EVENING WITH THE ARTS — Members of support groups were treated in May to a special preview of an exhibit in the Art Gallery, a dramatic presentation by Cal State students and a picnic in a French courtyard (the Creative Arts patio). Dr. Janice Loutzenbiser, left, and Dr. Judith Rymer chat prior to dinner.

person should die before the insured, the policy proceeds will simply pay into the decedent's estate. This subjects the policy proceeds to the delay and expense of estate administration, nullifying one of the clear advantages of life insurance. Consider adding Cal State, San Bernardino, or another charitable organization, as ultimate contingent beneficiary in the event primary beneficiaries are unable to collect.

Older policies, purchased for needs that no longer exist, can be gifted to the charity, providing a present tax deduction for the donor. New policies might be purchased specifically for the purpose of the gift, and if the charity *owns* the policy (as opposed to being merely the beneficiary), all the premiums paid become tax deductible contributions.

Your life insurance counselor, or a development officer from the Office of the Executive Dean at California State University, San Bernardino will be happy to show you these and many other options that are available.